



# *North Carolina*

*Division of Tourism, Film and Sports Development*

2 0 0 8 - 2 0 0 9   S T R A T E G I C   P L A N



2008-2009

# *Strategic Plan*

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# North Carolina Division of Tourism, Film and Sports Development

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### Film Office

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Ph: (919) 733-9900  
Fax: (919) 715-0151  
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### North Carolina Wine & Grape Council

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## *North Carolina Travel and Tourism Board*

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Chairman  
Asheville  
Appointed by: Governor

**Jim Fain**

Secretary, North Carolina  
Department of Commerce  
Raleigh  
Ex Officio

**Lynn Minges**

Executive Director  
North Carolina Division of Tourism,  
Film and Sports Development  
Raleigh  
Ex Officio

**Donna Bailey-Taylor**

Smithfield  
Appointed by: NCACVB

**Douglas Brindley**

Corolla  
Appointed by: Senate President  
Pro Tempore

**Mike Butts**

Charlotte  
Appointed by: NCACVB

**Haddon Clark**

Raleigh  
Appointed by: NC Petroleum  
Marketers

**Walter Dalton**

Senator, District 46  
Rutherfordton  
Appointed by: Senate President  
Pro Tempore

**Teresa Damiano**

RDU Airport  
Appointed by: Senate President  
Pro Tempore

**Joyce Dugan**

Cherokee  
Appointed by: Governor

**S. Lewis Ebert**

Raleigh  
Appointed by: NCCBI

**Phillip Haire**

Representative, District 119  
Sylva  
Appointed by: House Speaker

**Randy Kolls**

Durham  
Appointed by: NCRLA

**James Meacham**

Salisbury  
Appointed by: NCACVB

**John Meroski**

Fayetteville  
Appointed by: House Speaker

**Davin Olsen**

Raleigh  
Appointed by: House Speaker

**Doyle Parrish**

Raleigh  
Appointed by: NCTIA

**Thomas Pashley**

Village of Pinehurst  
Appointed by: Senate President  
Pro Tempore

**Ed Phillips**

Morganton  
Appointed by: NCTIA

**Harris Prevost**

Linville  
Appointed by: NCTIA

**Jamie Reibel**

Manteo  
Appointed by: NCWU

**Leonard Rigsbee**

Gloucester  
Appointed by: NCWU

**Thomas B. Ruff**

Asheville  
Appointed by: NCRLA

**Susan Galyon Spangler**

Greensboro  
Appointed by: Governor

**Anne Steketee**

Wilmington  
Appointed by: NCRLA

**A.B. Swindell**

Senator, District 11  
Nashville  
Appointed by: Senate President  
Pro Tempore

**Steve Thanhauser**

Raleigh  
Appointed by: NCRLA

**Alice Underhill**

Representative, District 3  
New Bern  
Appointed by: House Speaker

## North Carolina Film Council

*North Carolina has remained a top destination for filmmakers for the past 26 years due to its exceptional locations that can double for almost any area of the U.S. as well as foreign locales, a seasoned crew base of approximately 2,000 professionals and a solid production infrastructure.*

**Bob Seligson**  
Chairman  
Raleigh

**E.A. Tod Thorne**  
Vice Chairman  
Charlotte

**T.E. Austin II**  
Durham

**Timothy M. Bourne**  
Wrightsville Beach

**Nancy Buirski**  
Durham

**Mark de Castrique**  
Charlotte

**Craig Fincannon**  
Wilmington

**Joseph A. Gomez**  
Raleigh

**Kay R. Hagen**  
Raleigh  
Senator, District 27

**Monty Hagler**  
High Point

**Cress Horne**  
Marshville

**Betsy L. Jordan**  
Wilmington

**Donna E. Mack**  
Raleigh

**Daniel F. McComas**  
Representative, District 19  
Wilmington

**Thom Mount**  
Beverly Hills, CA

**Margaret Palmer**  
Durham

**Dale Pollock**  
Winston-Salem

**Robyn Yigit Smith**  
Chapel Hill

**Herman A. Stone**  
Charlotte

**Travis Tatham**  
Asheville

**Kelly R. Tenney**  
Castle Hayne

**Beth Troutman**  
Concord

**Margaret C. Ward**  
Burlington

**Arthur Watkins**  
Raleigh

## Affiliate Offices

*The North Carolina Film Office works in partnership with affiliate film offices throughout the state:*

### Charlotte Regional Film Commission

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Fax: (704) 347-8981  
bpetty@charlotteusa.com  
www.charlotteusa.com/film/filmoverview.asp

### Durham Film Commission

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www.durham-nc.com

### Eastern NC Film Commission

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## North Carolina Wine & Grape Council

*The 11-member North Carolina Wine & Grape Council was established in 1986 to stimulate growth of the North Carolina grape industry and has since taken the lead in conducting research, fostering education and marketing the North Carolina wine industry. The council is funded by a portion of the excise taxes on wine bottled in the state.*

### **Grower Category**

**Dr. R. Willard Hinnant, Chair**  
Hinnant Family Vineyards  
Goldsboro

**Sandon Dennis**  
Dennis Vineyards  
Albemarle

**Jerry Douglas**  
Biltmore Estate Winery  
Asheville

**Bill Hatcher**  
Duplin Winery  
Rose Hill

**Frank W. Hobson**  
RagApple Lassie Vineyards  
Boonville

**Charles M. Shelton**  
Shelton Vineyards  
Dobson

**Dan Smith**  
Cypress Bend Vineyards  
Wagram

### **Winery Operator Category**

**Mark Friszolowski**  
Childress Vineyards  
Lexington

**Michael Helton**  
Hanover Park Vineyard  
Yadkinville

**Joe Neely**  
RayLen Vineyards  
Mocksville

### **Wine Retailer Category**

**Edward T. Cook**  
Harris Teeter  
Matthews

## Marketing Partners

### ADVERTISING, PUBLIC RELATIONS AND INTERACTIVE

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# NC Tourism County Contacts

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## *Mission Statement*

The mission of the North Carolina Division of Tourism, Film and Sports Development is to unify and lead the state in developing North Carolina as a major destination for leisure travel, group tours, meetings and conventions, sports events, and film production.

The Division will develop and execute effective marketing programs to accomplish these goals for the benefit of the travel, film, sports and wine industries; the economy; and the citizens of North Carolina.

## 2008-2009 Goals

1. Increase **consumer awareness** of North Carolina as a travel destination.
2. Increase **consumer inquiries** about travel to North Carolina.
3. Increase number of **inquirer conversions** to visitors.
4. Increase **market share and visitation** to North Carolina.
5. Increase **spending by visitors** while in the state.
6. Increase **spending by film projects** while in North Carolina.
7. Increase the **number of film-related projects** in North Carolina.
8. Increase the **number of bottles of North Carolina wines sold**.
9. Increase the **number of regional sporting events** held in North Carolina.
10. Increase state and local **tax revenues**.
11. Increase the **number of jobs** supported by tourism, sports, wine and film industries.

# Objectives

## Audience: Domestic Consumers

### 1. *Influence domestic consumers in key markets by reaching this audience with effective advertising and marketing messaging.*

- Utilize a mix of print, broadcast and online media to broaden and strengthen consumer interest.
- Weight media investment to effectively and appropriately support key audiences from both geographical and lifestyle perspectives.
- Develop strategic marketing alliances with brands that share complementary audiences, interests and objectives to expand the program's budget and reach.
- Develop a range of cooperative advertising opportunities for industry partners in order to leverage collective buying power.

### 2. *Influence domestic consumers in key markets by reaching this audience with effective earned media/public relations messaging.*

- Generate earned media/public relations in domestic publications.
- Pitch North Carolina travel story ideas to targeted media outlets including (1) consumer and trade publications (2) publications where the Division advertises and (3) other media outlets known for generating positive coverage of the state.
- Distribute themed press releases each month that focus on key seasonal events and new product updates as well as seasonal "What's New" releases and date-specific events such as the Blue Ridge Parkway anniversary.
- Develop new, and refine existing, collateral materials – electronic press kit, B-roll and video – to extend the reach of the public relations campaign consistent with Division marketing goals and messages.
- Refine and update content-specific media releases and packets on the media website (wine, golf, motorsports, film).
- Develop new methods for communicating with social media outlets including blogs, vlogs, wikis, podcasts and photo sites.
- Develop and implement group and individual consumer media familiarization tours to North Carolina to support marketing objectives and strategies and generate positive editorial placement.
- Generate story placement around key Division-sponsored events about the important economic contribution of North Carolina's tourism industry including year-end numbers and industry research, Governor's Conference, release of new travel publications, Tourism Day and grants programs.
- Conduct media missions or themed media events in key national media markets to increase awareness of North Carolina's diverse travel product and to pitch targeted story placement.
- Develop, implement and grow a strong domestic media familiarization tour program.
- Continue to implement upgrades to online Press Room.
- Utilize latest software to manage media lists, monitor and analyze media coverage, and evaluate overall effectiveness of the public relations campaign.

### 3. *Influence North Carolinians to travel within their own state.*

- Partner with the North Carolina Association of Broadcasters (NCAB) to place non-commercial announcements on member radio and television stations across the state.
- Partner with the North Carolina Press Association (NCPA) to place messages in member newspapers across the state.
- Partner with UNC-TV to showcase upcoming events and to highlight destinations on their statewide public broadcasting network on the weekly television show *North Carolina Weekend*.

**4. *Coordinate and manage research to monitor and measure domestic visitation to North Carolina.***

- TNS TravelsAmerica:
  - Analysis of visitation trends and visitor volume for North Carolina.
  - Monitoring of visitor and visitor party demographics, length of stay and other pertinent characteristics of statewide visitors.
- Statewide and County Level Visitor Spending Study:
  - Annual statewide visitor spending estimates, employment, wages, local and state tax revenues directly resulting from visitor spending.
  - Annual county level visitor spending estimates, employment, wages, local and state tax revenues directly resulting from visitor spending for all 100 North Carolina counties.
  - Monitor statewide and regional lodging statistics.
- NC Travel Tracker – Monthly, quarterly and annual analysis of visitation trends to North Carolina including airport usage, hotel occupancy and room rates, and visitation to state and national parks and Welcome Centers.
- 2007 Tourism Satellite Account – Year 3 study to determine total impact of tourism.

**5. *Plan, implement and manage new and timely research to best plan and allocate marketing investment and guide policy decisions.*****Audience: Group Leaders / Event Planners****6. *Increase travel to the state by attracting group tours, sporting events, and meetings and conventions.***

- Target travelers through third-party sellers and travel industry trade suppliers including tour operators, receptive operators, travel agents and meeting planners.
- Target domestic tour operators by participating in the National Tour Association's (NTA) and the American Bus Association's (ABA) annual conventions and by participating in TravelSouth USA's Showcase annual tradeshow.
- Coordinate upcoming sponsorship, pre-familiarization tours and activities with Visit Charlotte for the upcoming 2009 ABA annual convention in Charlotte.
- Increase awareness of the Blue Ridge Parkway and its 75th anniversary by co-hosting a familiarization tour for AAA and CAA counselors in partnership with Virginia and Tennessee.
- Coordinate a domestic sales mission to tour operators, tour receptive operators and travel agents in key domestic markets.
- Position North Carolina as a premier location for sporting events.
- Maintain an inventory of sporting event facilities and potential venues across the state on [www.sportsnorthcarolina.com](http://www.sportsnorthcarolina.com).
- Build relationships with key event planners and participate in these industry tradeshow: TEAMS, AAU, USSSA, NSA and NSCAA.
- Coordinate and manage data collection to monitor and measure sports related visitation to North Carolina.

## **Audience: International Consumers**

7. *Influence Canadian, German-speaking Europe, and UK consumers by reaching this audience with effective earned media/public relations and consumer messaging.*

### **CANADA**

- Conduct individual and group media familiarization tours to increase awareness of North Carolina's diverse travel product and pitch targeted story placement.
- Exhibit at public shows such as the Toronto Golf Show and the Montreal Golf Show to promote the many types of year round golf directly to consumers.
- Exhibit at the CAA Niagara Travel Show.
- Expand North Carolina consumer advertising and web marketing programs on [www.VisitNC.com](http://www.VisitNC.com) to encourage drive market traffic from Canada.
- Develop a quarterly e-Newsletter to the base already established and to addresses generated through consumer promotions.
- Design and implement a brand marketing campaign to gain awareness and generate more traffic to the website. Partner with airlines and tour operators providing FIT product.
- Participate with Travel South USA in their promotions to Canadian markets.
- Organize a Sales and Media Mission to create awareness and to increase travel trade knowledge.

### **UNITED KINGDOM**

- Conduct individual and group media familiarization tours to increase awareness of North Carolina's diverse travel product and pitch targeted story placement.
- Conduct familiarization tours for tour operators to increase awareness and add FIT tours to their products.
- Exhibit at public travel shows such as Manchester Holiday Show, Glasgow Holiday Show, Destinations London and Destinations Birmingham to directly influence consumers.
- Continuously renew the [uk.visitnc.com](http://uk.visitnc.com) website to generate more traffic.
- Generate bi-monthly online magazine promoting North Carolina events specific to the UK audience. The online magazine will direct consumers back to [uk.visitnc.com](http://uk.visitnc.com).
- Design and implement brand marketing campaigns aimed at consumers promoting North Carolina. Partner with airlines and tour operators offering FIT programs.
- Organize a sales and media mission to create awareness and to increase travel trade knowledge.

### **GERMANY**

- Conduct individual and group media familiarization tours to increase awareness of North Carolina's diverse travel product and pitch targeted story placement.
- Exhibit at public travel shows in German-speaking Europe (GSE) such as CMT Stuttgart, CBR Munich, Hamburg and Cologne to directly influence consumers.
- Continuously renew the [de.visitnc.com](http://de.visitnc.com) website to generate more traffic.
- Generate quarterly e-Newsletters promoting North Carolina events specific to the GSE audience. These e-Newsletters will direct consumers back to [de.visitnc.com](http://de.visitnc.com).
- Design and implement brand marketing campaigns aimed at consumers promoting North Carolina. Partner with airlines and tour operators offering FIT programs.
- Media promotions to promote North Carolina as a holiday destination and to reach consumers directly.
- Organize and execute a sales and media mission to create awareness and to increase travel trade knowledge.

**ALL INTERNATIONAL MARKETS**

- Generate earned media in international consumer publications.
  - Distribute themed press releases each month that focus on travel news and events from the state.
  - Develop new collateral materials – electronic press kit, B-roll and video – to extend the reach of the public relations campaign consistent with Division marketing goals and messages.
  - Host international consumer journalists on media familiarization tours to North Carolina.
  - Generate story placement around key Division-sponsored events about the important economic contribution of North Carolina's tourism industry, including year-end numbers and industry research and release of new travel publications.
  - Support nonstop direct international air routes.

**8. *Produce quality research to help guide the Division's international marketing investments and policy decisions.***

- Continue to coordinate and manage research with current contract organizations.
  - Study of Overseas Visitors to North Carolina – Work with national industry partners to estimate overseas visitation to the state and key characteristics of visitors.
  - Implementation of program to determine spending by international visitors to North Carolina.
  - Study of Canadian Visitors to North Carolina – Continuation of analysis of Canadian visitors to the state, volume estimates and visitor profile.

**Audience: International Travel Trade / Tour Operators****9. *Influence tour operators and travel agents from Canada, Germany and the UK to sell travel to North Carolina.*****CANADA**

- Increase sales of North Carolina tour products offered by third party sellers.
  - Conduct motorcoach familiarization tours directed at new operators who currently do not have North Carolina product, or expand our current product with existing operators.
  - Attend the Ontario Motorcoach Association and Bienvenue Quebec trade shows and meet with the tour operators for group tour business.
  - Target the top 3-5 receptive operators and make personal sales calls to educate them on new product around the state.
  - Trade sales mission with our in-state industry partners in the fall to key feeder markets.
  - Three to five monthly individual sales calls to tour operators.

**UNITED KINGDOM**

- Increase sales of North Carolina tour products offered by third party sellers.
  - Conduct 1-2 familiarization tours with our targeted tour operators.
  - Publish a bi-annual trade e-Newsletter specifically for our tour operators to increase their awareness of new and existing product.
  - Travel trade sales mission to England and Ireland in March calling on tour operators and travel agents. Inviting our in-state partners to participate.
  - Conduct familiarization tours for tour operators to increase awareness and add both group and FIT tours to their products.
  - Monthly sales calls to tour operators and travel agents.
  - Participate in tour operator training and road shows to educate the trade on the North Carolina product.
  - Target UK tour operators by participating at World Travel Market in London in November.
  - Target the top 3-5 receptive operators and make personal sales calls to educate them on new product around the state.

## GERMANY

- Increase sales of North Carolina tour products offered by third-party sellers.
  - Conduct familiarization tours for tour operators to increase awareness and add both group and FIT tours to their products.
  - Monthly individual sales calls to tour operators throughout GSE.
  - Conduct tour operator training and road shows to educate tour operators and travel agents on North Carolina product.
  - Target the top 3-5 receptive operators and make personal sales calls to educate them on new product around the state.
  - Publish a bi-annual trade e-Newsletter specifically for the tour operators to increase their awareness of new and existing product.
  - Travel trade sales mission to Germany and Switzerland. Inviting our in-state partners to participate.

## ALL INTERNATIONAL MARKETS

- Generate earned media in international trade publications.
  - Distribute themed press releases each month that focus on industry efforts in the international markets as well as travel news from the state.
  - Develop new collateral materials – electronic press kit, B-roll and video – to extend the reach of the public relations campaign consistent with Division marketing goals and messages.
  - Host international trade journalists on media familiarization tours to North Carolina.
  - Generate story placement around key Division-sponsored events about the important economic contribution of North Carolina's tourism industry, including year-end numbers and industry research and release of new travel publications.
  - Participate with our in-state partners at TIA's Pow Wow, conducting one-on-one appointments with international tour operators.
  - Support nonstop direct international air routes.

## Audience: Inquirers

### 10. *Provide high-quality, persuasive, thorough, accurate, and timely information to inquirers (publications, inquiry, VisitNC.com).*

- Operate Call Center in partnership with the Departments of Correction and Transportation.
  - Ensure high standards of service with all aspects of visitor contact, from receipt of call through delivery of publications.
  - Continue ongoing training for operators through on-site presentations at Call Center.
  - Explore efficiencies to maximize return on dollars invested in Call Center.
  - Supplement information requests by offering professional, quality publications such as *The Official North Carolina Travel Guide* and *Calendar of Events*.
  - Provide inquirers with the most accurate, compelling and substantive information regarding all there is to do in North Carolina via the state's official travel planning website [www.VisitNC.com](http://www.VisitNC.com).
  - Implement a comprehensive search engine marketing program to generate more qualified leads to VisitNC.com.
  - Implement state-of-the-art search engine optimization programs to provide a quality experience for visitors to VisitNC.com.
  - Create new electronic golf marketing initiative ([Golf.VisitNC.com](http://Golf.VisitNC.com)) attached to VisitNC.com, but marketed and positioned with industry support as a separate program.
  - Coordinate and manage research to monitor and measure visitation to VisitNC.com.
  - State Benchmark Web Study – Annual study of travel characteristics, demographic profile, and user preferences of web site visitors.
  - Weekly and monthly web traffic analysis for VisitNC.com and other competitive states.

## **Audience: Visitors to North Carolina**

### **11. *Enhance the visitor experience to North Carolina by providing quality interaction at North Carolina Welcome Centers.***

- Operate Welcome Centers in partnership with the Department of Transportation.
  - Provide efficient, professional and personal customer service in consistently clean, pleasant and modern facilities.
  - Distribute publications from attractions and tourism-related businesses in North Carolina at no cost.
  - Continue ongoing customer service training and encourage familiarization tours to ensure that travel counselors have first-hand knowledge of the state's attractions.
  - Make hotel reservations, suggest itineraries and promote attractions to extend length of stay and increase visitor expenditures.
  - Participate in the planning and construction of two new "green" Welcome Centers in Randolph County opening in late 2009.
  - Use technology, displays and on-site demonstrations to showcase the state's natural scenic beauty, attractions and crafts.
  - Offer attractive publications such as *The Official North Carolina Travel Guide* to effectively "catch the eye" of travelers in the state. These publications provide a valuable piece of "in the hands" information. Scenic photography and informative editorial add interest.
  - Conduct an ongoing Welcome Center Visitor Study to profile current visitors and determine ways in which the centers are currently being used by visitors.
  - Participate in regional and national conferences, such as Southeast Travel Counselors Alliance and ESTO, to ensure that North Carolina's Welcome Centers are among the nation's best.

## **Audience: North Carolina Communities /Tourism-Related Non-Profits**

### **12. *Provide assistance and support to communities and tourism-related non-profits for tourism development activities designed to improve tourism product, infrastructure, and capacity across the state.***

- Support sustainable efforts to protect, preserve and promote the state's natural, historic and cultural resources.
  - Promote participation in the Civil War Trails program to communities across the state, encouraging them to leverage the remaining Transportation Enhancements grant funds that will be unavailable after 2008.
  - Help communities market and promote the Civil War Trails in anticipation of the events that will surround the 150th anniversary of the Civil War in North Carolina, 2011-2015.
  - Develop strategic partnerships with federal, state and local agencies to support sustainable tourism efforts.
  - Continue participation in the Appalachian Regional Commission's Tourism Council and its activities.
  - Provide support to the 75th anniversary initiatives for the Great Smoky Mountains National Park (2009) and the Blue Ridge Parkway (2010).
  - Educate communities and organizations interested in the growth and development of the tourism industry in their communities.
  - Utilize tourism development officers regionally to develop and initiate heritage tourism programming, tourism marketing and community development at a grass roots level.
  - Offer technical assistance or aid in locating appropriate resources for community initiatives.
  - Maintain presence in the Department of Commerce's 21st Century Communities initiative and offer technical support for those communities in the program who have identified tourism development as a key strategy.
  - Leverage the state's marketing efforts by providing assistance with marketing projects at the local level.
  - Promote and administer the Tourism Matching Funds program.
  - Promote the Division's cooperative marketing programs to communities.



## **Audience: Wine Consumers / Travelers**

13. *Increase sales of North Carolina wines by increasing awareness of North Carolina wines and visits to North Carolina wineries.*
14. *Influence consumers in key markets to visit North Carolina wineries by reaching this audience with effective public relations messaging.*
  - Generate earned media promoting North Carolina wine in consumer publications.
    - Distribute wine-themed press releases that focus on North Carolina wine offerings and news.
    - Develop new collateral materials – brochure, B-roll and video – to extend the reach of the public relations campaign consistent with Division marketing goals and messages.
    - Host “culinary” journalists on media familiarization tours and individual visits to North Carolina.
15. *Plan, implement and manage new and timely research to understand conditions of the wine/grape industry and how it relates to tourism.*
  - 2008 Economic Impact of Wine/Grapes in North Carolina – Follow-up study to initial 2006 study.

## **Audience: Motion Picture Studios / Film, Television and Commercial Producers / Local Film Professionals**

16. *Increase film production, film-related expenditures and film industry jobs by recruiting and supporting film production in the state.*
  - Make routine sales calls and participate in trade shows to communicate North Carolina’s film assets to prospective filmmakers and studios.
  - Provide assistance to film production companies seeking information about filmmaking in the state.
  - Launch and maintain new multi-regional user searchability database of location photographs to share with filmmakers.
  - Launch and maintain relevant information to assist filmmakers including a state-of-the-art film directory and new [www.ncfilm.com](http://www.ncfilm.com).
  - Assist film scouts within the state and work in cooperation with regional film commissions.
  - Provide assistance and information as needed while film crews are on location within the state.
  - Promote the state’s film incentives as a means of securing additional film activity within the state.
17. *Assist North Carolina film industry businesses and employees.*
  - Maintain and communicate information about local crew, goods, support services and stage space.
  - Work to increase local infrastructure and build the North Carolina film community.
18. *Track and monitor film activity within the state by capturing data on the impact of film projects on North Carolina and share this accordingly with key stakeholders.*
19. *Track and communicate key policy issues that may have impact on filmmaking activity in the state.*

## **Audience: North Carolina Industry/Partners/Boards**

**20. *Provide value to our North Carolina industry partners. Provide high-quality, accurate, and timely information to industry partners—including research, reports, information, education, feedback on successful partnerships, outputs and outcomes.***

- Provide timely information to North Carolina travel industry partners to keep them abreast of policy issues, market trends and programs within the state by hosting the annual Governor's Conference on Tourism and the Mid-Year Marketing Update.
- Through the NewsLink e-Newsletter, provide information to keep partners abreast of policy issues, market trends and programs within the state in addition to reporting information relating to media coverage.
- Utilizing the Extranet – the database that supplies the core information for VisitNC.com, *The Official North Carolina Travel Guide* and *Calendar of Events* – each county is offered the opportunity to update and maintain their area's content regarding attractions, accommodations, events, activities, shopping and dining.
- Monitor legislation and policy issues impacting the state's tourism, film, sports and wine industries and keep stakeholders informed.
- Provide media clips of successful public relations efforts to gain earned media in domestic and international publications:
  - Distribute press clippings to industry partners when they are mentioned in stories.
  - Provide the circulation and advertising value of media clips to industry partners so they can see the economic value of the Division's efforts.
- Produce and distribute a strategic marketing plan and annual report for key stakeholders and partners.

**21. *Actively engage the Board and Councils to help support the work of the Division and policy issues that affect the industries served.***

## **Audience: Citizens / General Media / Policymakers**

**22. *Measure, monitor, and report outcomes via quality research reports and analysis. Provide high-quality, accurate and timely information to the media, to citizens, and to policy makers.***

- Make available via website and other methods upon request key tourism research such as visitor volume; market share; visitor demographics; visitor spending; related jobs, wage and tax revenues; and economic impact figures.
- Emphasize tourism's important contribution to the General Assembly, state government and local officials, North Carolina residents and the media by coordinating events during National Tourism Week and North Carolina Tourism Day.
- Inform federal government officials in Washington, D.C., of the impact of tourism on the North Carolina economy. Educate the policymakers about key legislation important to the tourism industry on a local and national basis and work with the Travel Industry Association to impact legislation.
- Continue to coordinate and manage research with contract organizations to provide critical information about the benefits of tourism to the state's economy.
  - The Economic Impact of Travel on North Carolina – Calculates the impact of travel on North Carolina based on visitor expenditures.
  - Tourism Satellite Account – 2007 total economic impact of tourism to North Carolina.
  - Produce and distribute an annual report that outlines results achieved in all program areas.





## NORTH CAROLINA 2008-2009 MEDIA PLAN – CORE PROGRAM \*

Circulation/Region		July-08	August-08	September-08	October-08	November-08	December-08	January-09	February-09	March-09	April-09	May-09	June-09
<b>MEREDITH</b>													
Better Homes & Gardens	1,731,000 South US 3,250,000 South+East										CO-OP		
Ladies Home Journal	882,000 South US												
Midwest Living	950,000 National												
More	219,000 South US												
Online: Magazine Websites	Varies per partner												
<b>SOUTHERN PROGRESS</b>													
Coastal Living	450,000 Eastern US												
Cooking Light	1,018,902 Estrn 1,750,000 Natl									CO-OP			
Cottage Living	634,000 Eastern US												
Health	850,000 East of Mississippi												
Southern Living	1,960,000 EoM 1,240,000 E. Reg 2,800,000 Natl									CO-OP			
Online: Magazine Websites	Varies per partner												
<b>MARTHA STEWART LIVING OMNIMEDIA</b>													
Martha Stewart Living	773,317 Eastern US											CO-OP	
Body & Soul	250,409 Eastern US+TX/CA												
Weddings	119,898 Eastern US+TX								CO-OP				
Online: marthastewart.com	4,034,450 Impressions												
Satellite Radio	N/A												
<b>HEARST</b>													
Good Housekeeping	2,198,000 East of Mississippi												
<b>OTHER</b>													
American Legacy	609,686 National												
Arthur Frommer's Budget Travel	350,780 East of Mississippi												
- Girlfriend Getaways SIP	300,000 National												
Family Fun	1,260,000 East of Mississippi												

\*All programs are subject to change or cancellation, based on partner interest or changes to the Division's budget. Division reserves right to decline any partner ad listing. All costs are net unless otherwise noted.

## NORTH CAROLINA 2008-2009 MEDIA PLAN – CORE PROGRAM \*

	Circulation/Region	July-08	August-08	September-08	October-08	November-08	December-08	January-09	February-09	March-09	April-09	May-09	June-09
Hallmark	700,000 National												
NY Times	1,674,926 Eastern US			CO-OP									
Oprah	610,000 Eastern Region										CO-OP		
PACE (Delta Sky/US Airways)	388,284/340,080 National												
Pathfinders	100,000 Full												
<b>CIVIL WAR</b>													
AAA World	2,283,000 Mid-Atlantic	CO-OP Civil War Issue											
Civil War Traveler	60,000 Full											CO-OP	
Preservation	225,000 Eastern Region												
<b>BROADCAST</b>													
PTV	National, Regional Custom Spot Markets												
<b>ONLINE</b>													
weather.com	Geo-targeted				CO-OP								

\*All programs are subject to change or cancellation, based on partner interest or changes to the Division's budget. Division reserves right to decline any partner ad listing. All costs are net unless otherwise noted.



## 2008-2009 Media Profiles

*This year's print titles have been carefully evaluated and selected based on their ability to efficiently reach North Carolina's core consumer in environments that are relevant and aesthetically compatible. With a mix of lifestyle, special interest and travel editorial, many titles are proven lead generators from years past, and others are new titles that allow the state and partners to find visitors in fresh, new settings. The circulation of each issue is focused almost exclusively in North Carolina's key geography.*



### AAA World Civil War Issue

AAA World is the membership publication for AAA Mid-Atlantic (VA, DC, MD, DE, PA, NJ). As the primary mode of communication between club and member, it obtains useful and newsworthy information relevant to AAA's core functions and philosophies and presents it in an educational and entertaining way.

Contact: Steve DeWalle, 804-355-0317

### American Legacy

American Legacy covers African-American history and culture. Editorial focuses on developments in African-American culture and society, and on African-American contributions to business, the arts, education and religion. Regular features include Anthology, Family Album and Pathfinders. Contact: Bill Bentz, 404-256-0664



### Better Homes & Gardens

Better Homes & Gardens is America's favorite home and family magazine and is the nation's third largest magazine in paid circulation. This popular magazine helps readers live better and buy better. Better Homes & Gardens covers a plethora of subjects, including education, travel, gardening, health, cars, money management and home entertainment. Contact: Jim Reagan, 678-507-0110

### Body & Soul (Martha Stewart title)

Body+Soul's commitment is that all people lead balanced, authentic lives that express their values through choice and action. In the context of "whole living", editorial is dedicated to healthy lifestyles, fitness, balance, products and travel, as well as the health of the planet. It aims to show everyone how easy it is to adopt a lifestyle that is more meaningful and fulfilling. With vacations playing a primary role in life's "balance", travel is a regular feature in Body+Soul. Topics range from spa and relaxation to natural and culturally enlightening escapes to eco-tourism. Contact: Jean Marie Bridges, 404-841-2133





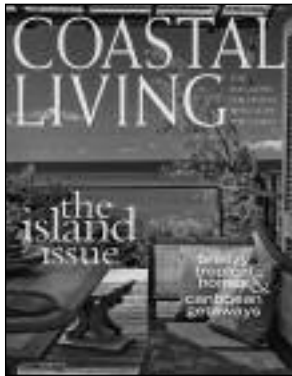


## Budget Travel

*Arthur Frommer's Budget Travel* is a resource for vacations for real people. It rewards readers with an inside view into destinations around the globe that offers practical information to sophisticated and take-action readers. Timely news, destination details and insider strategies provide the mass travel audience with the finest excursions at affordable prices. Contact: Jeannea Spence, 404-760-2858

## Civil War Traveler

*Civil War Traveler* is a tabloid newspaper that focuses on the interest of history-oriented travelers. The magazine's features include specific trails for travelers of the south-eastern states to follow and calendars that facilitate trip planning for historic travelers. Contact: Don Pierce, 804-359-7832



## Coastal Living

*Coastal Living* is the magazine for people who love the coast. Celebrating the coastal lifestyle, the magazine includes stories on home design, travel, food and entertaining, gardening, coastal towns and communities, and the environment. The images within the magazine of home interiors and coastal travel destinations are gorgeous and inspiring. Contact: Margaret Barnhart, 404-888-1958

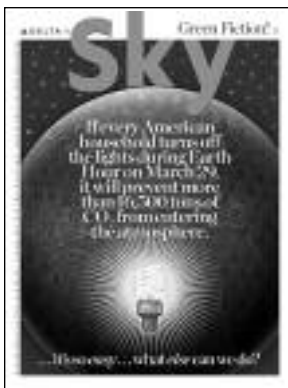
## Cooking Light

*Cooking Light* is the world's largest food and healthy lifestyle magazine dedicated to helping its readers eat smart, be fit and live well. The magazine uniquely blends its sophisticated approach to food with contemporary coverage of entertaining, fitness, health, beauty, travel and shelter to bring great tastes, style and balance to the active, fit and adventurous lifestyle of today's woman. Contact: Rocky Kurland, 770-441-2406



## Cottage Living

*Cottage Living* reaches readers who desire or enjoy living in a home that includes comfort, simplicity and a place where they feel most at ease. *Cottage Living* is more than a look, it's a lifestyle. It's a place where everything comes together to offer inspiration and fresh ideas for home building, decoration, gardening, entertaining and traveling. Contact: Sarah Balfour, 404-888-1965



## Delta Sky

*Delta Sky* is edited for today's Travel Sophisticate. The editorial delivers intelligent and entertaining insight into the rewards that a lifetime of travel can offer. *Sky* provides a mix of service journalism covering destinations, fashion and culture while entertaining readers with humor and engaging human-interest stories. *Sky* has award-winning editors and contributors, looking to stay on the forefront of travel trends. Contact: Sybil Stokes, 336-383-5712

## Family Fun

*Family Fun*, the country's number one family magazine, is about all the great things families can do together. They are the family experts on travel, food, crafts, parties, holidays, games, activities, and products – all the essentials that enrich the important time parents and children share. Contact: Vanise Vann, 407-566-5832



## Hallmark

*Hallmark* was created to connect women with information and inspiration about things that matter most. The publication approaches every story not just from the "how-to" point of view, but making the connection to what we do and why we do it. *Hallmark* celebrates real people, real emotions, real life. Contact: Jay Little, 404-238-0727

## Good Housekeeping

*Good Housekeeping* is devoted to contemporary women. Articles in the magazine focus on food, fitness, beauty, and child care. From human interest stories and social issues to money management and travel, the magazine will encourage positive living for today's women. Contact: Christina Marusic, 212-649-2454



## Health

*Health* is a trusted health and wellness magazine, giving women the most credible, useful, and up-to-date information and inspiration on how to live a healthier, happier life. Its get-real perspective helps readers make sense of conflicting news, trends, and studies. With more than 6 million readers, *Health* covers well-being, fitness, nutrition, and beauty with intelligence and flair. Contact: Alice Dobleske, 803-802-5787



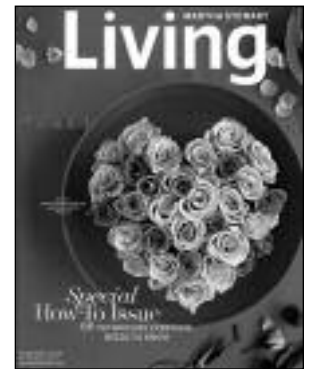


## Ladies' Home Journal

*Ladies' Home Journal* is a magazine for the modern American family woman who celebrates and cherishes her family relationships but who also seeks ways to enrich, indulge and improve herself personally, especially in terms of emotional mastery. *Ladies' Home Journal* is rich in history as an advocate to improve public health, as well as being a champion for women's dynamic role in society today. Contact: Jim Reagan, 678-507-0110

## Martha Stewart Living

*Martha Stewart Living* is edited for discerning, quality-conscious readers. Its goal is to inform and inspire, to teach and de-mystify a broad range of subjects. Combining great style and useful information, the magazine celebrates the simple things people do in their everyday lives: gardening, entertaining, renovating, cooking, collecting and creating. From how-to information to pure inspiration, they encourage readers to dream, then show them how to realize their dreams. Contact: Jean Marie Bridges, 404-841-2133



## Martha Stewart Weddings

*Martha Stewart Weddings* takes a couple from the engagement to the honeymoon inspiring them to imagine their ideal celebration, then giving them the information and advice they need to bring their vision to life. It presents various details a bride and groom can use to make their wedding day truly their own ... cakes and correspondence, flowers and favors and all the elements in between. Contact: Cait Kennedy, 404-841-2133

## Midwest Living

*Midwest Living* provides its readers with the richest reflection of what matters most to them. Home. Family. Travel. Food. All with a distinctly Midwestern focus and flavor. All presented with spirit and style. And with a combination of trusted information and inspiration that compels readers to take action. Contact: Jim Reagan, 678-507-0110



## More

*More* is the leading voice of today's sophisticated, affluent and accomplished woman 40+ enjoying the richest years of her life, sharing news and advice on beauty, fashion, health, career, travel, money and relationships from her perspective. Contact: Jim Reagan, 678-507-0110



## New York Times

The *New York Times* will publish a special section on September 21, 2008 called "50 States of Discovery." It will cover beaches, parks, attractions, state history, great cities and fun facts about each state – all in the traditional *New York Times* style. Contact: Jeff Smith, 770-643-0053

## O, The Oprah Magazine

*O, The Oprah Magazine* is the resource that confident, smart women need to explore their potential and realize their dreams. *O, The Oprah Magazine* helps women embrace their individual style and make choices that lead to a richer, more fulfilling life. The magazine offers compelling stories, empowering ideas and articles on health and fitness, careers, relationships, beauty, fashion, home design, books and food. Contact: Alexandra Owen, 888-720-8873



## Pathfinders

*Pathfinders* is the leading leisure travel publication for the Black travel enthusiast. It's affluent, educated and sophisticated. The magazine speaks to the African-American reader who has an interest for information on family, romantic and weekend destinations. Contact: Weller Thomas, 215-438-2140

## Preservation

*Preservation* provides the latest news, columns, and features on preserving America's historic places. Special interests include historic properties, historic travel, preservation products and services, preservation advocacy, and education. Contact: Carmel Modica, 850-231-3146



## Southern Living

*Southern Living* draws from its own southern roots and provides its readers with a guidebook for traveling, cooking, gardening, entertaining and decorating. With its 15 million readers, the magazine is one of the largest in the country. Readers use it, keep it, live by it. It's ideas and inspiration. It's a friend they can count on. It's the heart of Southern Life. Contact: Susan Rye, 404-888-1951

## US Airways Magazine

This mission of *US Airways Magazine* is to engage affluent business and leisure airline customers in the finer pursuits of travel and lifestyle. The editorial content is heavily focused on destinations, business, culture, luxury goods, the arts, technology, and sports. The editors apply a melding of story with arresting illustration and photography to captivate and connect with the magazine's 2.7 million monthly readers. Contact: Sybil Stokes, 336-383-5712



## Online Media

*Online media activity is designed to direct traffic to VisitNC.com and ultimately drive traffic to our partner sites. The foundation of online support will continue to be search engine marketing – buying key search words to reach active travelers early in the destination search process. In addition, display advertising on weather, travel, and partner websites will reach our audience in relevant content.*



Weather.com will continue to serve as the foundation of the online media program due to its status as a consistently high-performer and the website's ability to deliver against both broad and niche marketing goals.

In addition, the state will be monitoring the results of our first-half 2008 partners, incorporating them into the 2008-2009 schedule accordingly. These travel and behavioral targeted sites round out the core online media program.



This year, North Carolina will also leverage contextually relevant sections of our corporate media websites, available to partners as part of corporate media packages:



Partners have the opportunity to take advantage of state-negotiated online packages. If interested, please contact Elaine Cheedle at 704-367-4109 for more details.

## 2008-2009 Partner Opportunities

**Timing:** Fall 2008 – Spring 2009

The focus of this season's partner program development is to identify more targeted, robust packages to allow for:

- Multiple points of consumer contact (e.g., exposure in various print titles, in-book listings, online presence, etc.) – all in one buy
- Editorially-wrapped partner ads (advertorial sections) for a more reader-friendly layout
- Participation at a variety of investment and package levels

Space reservation is on a first-come, first-served basis.

Please contact the appropriate representative by **October 1, 2008** if you are interested.

**Space Close:** October 1, 2008

**Materials/Payment:** December 1, 2008

Each program is subject to change or cancellation, pending adequate partner interest.

*\*All programs are subject to change or cancellation, based on partner interest or changes to the Division's budget. Division reserves right to decline any partner ad listing. All costs are net unless otherwise noted.*

## MULTI-MEDIA PARTNER PACKAGES

*For the first time, the state has negotiated multi-media packages for partners to take advantage of. Developed to surround the North Carolina consumer, these packages offer efficient exposure across multiple publications and websites, as well as additional exposure, for example, through in-book reader service listings, e-mail newsletters, and radio presence - bundled into a single media buy. Space is limited and on a first-come, first-served basis.*

### Southern Progress Corporation

PACKAGE A					
Medium	Vehicles	Unit Size	Net Sponsor Investment	Package Elements for EACH Partner	# of sponsors at this price
Magazine	Coastal Living Cooking Light Cottage Living Health Southern Living	1/4P4C custom, pre-formatted unit		Stylized unit, created by Southern Progress, features 1 image and 50-75 words of copy provided by the co-op advertiser. Timing to coincide with heavy travel consideration periods.	
Online	SPC Travel Network	300x250 Branded Unit		Approx. 1,300,000 impressions across coastalliving.com, cookinglight.com, cottageliving.com, southernliving.com, sunset.com and 10Best.com (joint partnership between SPC Digital and 10Best.com). Timing to coincide with heavy travel consideration periods.	
			\$45,000 (\$94,000 value)		2

PACKAGE B					
Medium	Vehicles	Unit Size	Net Sponsor Investment	Package Elements for EACH Partner	# of sponsors at this price
Magazine	Coastal Living Cooking Light Southern Living	1/4P4C custom, pre-formatted unit		Stylized unit, created by Southern Progress, features 1 image and 50-75 words of copy provided by the co-op advertiser. Timing to coincide with heavy travel consideration periods.	
Online	SPC Travel Network	300 x 250 Branded Unit		Approx. 590,000 impressions across coastalliving.com, cookinglight.com, cottageliving.com, southernliving.com, sunset.com and 10Best.com (joint partnership between SPC Digital and 10Best.com). Timing to coincide with heavy travel consideration periods.	
			\$27,000 (\$56,000 value)		4

PACKAGE C					
Medium	Vehicles	Unit Size	Net Sponsor Investment	Package Elements for EACH Partner	# of sponsors at this price
Magazine	Southern Living	1/4P4C custom, pre-formatted unit		Stylized unit, created by Southern Progress, features 1 image and 50-75 words of copy provided by the co-op advertiser. Timing to coincide with heavy travel consideration periods.	
Online	SPC Travel Network	300 x 250 Branded Unit		Approx. 350,000 impressions across coastalliving.com, cookinglight.com, cottageliving.com, southernliving.com, sunset.com and 10Best.com (joint partnership between SPC Digital and 10Best.com). Timing to coincide with heavy travel consideration periods.	
			\$13,000 (\$27,000 value)		3

**Contact: Steve Nazaruk, 212-522-9601**

*\*All programs are subject to change or cancellation, based on partner interest or changes to the Division's budget. Division reserves right to decline any partner ad listing. All costs are net unless otherwise noted.*

## Meredith Corporation

PACKAGE A						
Medium	Vehicles	Unit Size	Net Sponsor Investment TRAVEL EAST	Net Sponsor Investment TRAVEL SOUTH	Package Elements for EACH Partner	# of sponsors at this price
Magazine	Better Homes & Gardens, Midwest Living, More	1/3 P4C			1/3 P4C receives: National In Book Reader Service Listing, National Online Reader Service Listing on TravelMeredith.com, Photo with 40 words edit copy in the Travel Guide of the TravelMeredith.com E-Newsletter with hyperlink, Shared name, address and email addresses from E-Newsletter sweepstakes, Featured Destination Sponsorship for 1 Month	
Online	Meredith Interactive (publication sites)	300x250; 728x90 Branded Units			Approx. 830,000 Impressions across BH&G.com, LHJ.com, Parents.com, Midwest Living.com, More.com; Timing TBD	
			\$41,395	\$43,073		4 Total , 2 Per Region
			(\$159K value)	(\$164K value)		

PACKAGE B						
Medium	Vehicles	Unit Size	Net Sponsor Investment TRAVEL EAST	Net Sponsor Investment TRAVEL SOUTH	Package Elements for EACH Partner	# of sponsors at this price
Magazine	Better Homes & Gardens, Midwest Living, More	4" Travel Directory 4C			4" Travel Directory 4C receives: National In Book Reader Service Listing, National Online Reader Service Listing on TravelMeredith.com, Travel Guide mention in the TravelMeredith.com E-Newsletter with hyperlink, Shared name, address and email addresses from E-Newsletter sweepstakes	
Online	Meredith Interactive (publication sites)	300x250; 728x90 Branded Units			Approx. 250,000 Impressions across BH&G.com, LHJ.com, Parents.com, Midwest Living.com, More.com; Timing TBD	
			\$13,655	\$14,494		8 Total , 4 Per Region
			(\$69K value)	(\$72K value)		

PACKAGE C						
Medium	Vehicles	Unit Size	Net Sponsor Investment TRAVEL EAST	Net Sponsor Investment TRAVEL SOUTH	Package Elements for EACH Partner	# of sponsors at this price
Magazine	Better Homes & Gardens, Midwest Living, More	Small Brochure 4C			Small Brochure 4C receives: National In Book Reader Service Listing, National Online Reader Service Listing on TravelMeredith.com, Travel Guide mention in the TravelMeredith.com E-Newsletter with hyperlink, Shared name, address and email addresses from E-Newsletter sweepstakes	
Online	Meredith Interactive (publication sites)	300x250; 728x90 Branded Units			Approx. 250,000 Impressions across BH&G.com, LHJ.com, Parents.com, Midwest Living.com, More.com; Timing TBD	
			\$6,159	\$6,359		12 Total , 6 Per Region
			(\$47K value)	(\$48K value)		

Contact: Jim Reagan, 678-507-0110

\*All programs are subject to change or cancellation, based on partner interest or changes to the Division's budget. Division reserves right to decline any partner ad listing. All costs are net unless otherwise noted.

## Martha Stewart Living Omnimedia

PACKAGE A					
Medium	Vehicles	Unit Size	Net Sponsor Investment	Package Elements for EACH Partner	# of sponsors at this price
Magazine	Martha Stewart Living, Martha Stewart Weddings, Body + Soul	Page 4 Color	\$69,701.00	PRINT: Sponsors have option to be part of the grand prize giveaway promoted in all three titles, have logo exposure on the the Sweeps Promotion Page; and Bonus Space online in each of the magazines online promo pages: "Notebook", "Wish List" and "Notably Natural", Also receive Advertiser Directory listings for each of the magazines for each insertion.	2
Online	marthastewart.com	Various	\$16,500.00	ONLINE: On NC Sweeps Hub (est 1,000,000 Impressions): Traffic Driver , Photo Gallery, Tab on Promo Module; 226,180 Impressions on Food Channel, Magazines Channel; 539,7925 Impression with ROS Media	
Radio	Martha Stewart Radio	20 spots total		RADIO: 3x :60-second Live Reads per week (12 spots total) ; 2x :30-second Brand spot per week (8 spots total)	
			<b>\$86,201.00</b>		2
			\$176,992.10 Value		

PACKAGE B					
Medium	Vehicles	Unit Size	Net Sponsor Investment	Package Elements for EACH Partner	# of sponsors at this price
Magazine	Martha Stewart Living, Martha Stewart Weddings,	Page 4 Color	\$53,451.00	PRINT: Sponsors Have opportunity to participate in a Runner Up Prizes and as such are mentioned in Sweeps Promotion Page; get Bonus Space online in each of the magazines online promo pages: "Notebook", & "Wish List" Also receive Advertiser Directory listings for both magazines for each insertion.	2
Online	marthastewart.com	Various	\$10,000.00	ONLINE: On NC Sweeps Hub (est 1,000,000 Impressions): Traffic Driver , Photo Gallery, Tab on Promo Module; 73,820 Impressions on Food Channel, Magazines Channel; 400,000 Impressions with ROS Media	
Radio	Martha Stewart Radio	8 spots total	\$1,200.00	RADIO: 2x :30-second Promo Spots per week/ 4 wks (8 spots total)	
			<b>\$64,651.00</b>		2
			\$120,080 value		

PACKAGE C					
Medium	Vehicles	Unit Size	Net Sponsor Investment	Package Elements for EACH Partner	# of sponsors at this price
Magazine	Martha Stewart Weddings	Page 4 Color	\$11,469.00	PRINT: Sponsors get Bonus Space online in Martha Stewart Wedding's "Wish List" and receive Advertiser Directory listings for both magazines for each insertion.	2
Online	marthastewart.com	Various	\$11,000.00	ONLINE: 600,000 impressions on Wedding Channel Media	
Radio	Martha Stewart Radio	8 spots total	\$2,400.00	RADIO: 2x :30-second Promo Spots per week/ 4 wks (8 spots total)	
			<b>\$24,869.00</b>		2
			\$49,899.10 Value		

Contact: Jean Marie Bridges, 404-841-2133

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## 2008-2009 Print-Only Partner Opportunities

Title	Issue	Circulation	Demographic (Median age, Income, Gender)	Partner Cost (net)
<i>Southern Living</i>	March '09	1,240,000 Eastern Region	49 \$77,215 86% Female	\$3,750/partner
<i>Cooking Light</i>	March '09	1,750,000 National	49 \$69,085 84% Female	\$3,000/partner
<i>Better Homes &amp; Gardens</i>	April '09	1,731,000 South OR East	49 \$60,826 79% Female	\$3,500/partner
<i>Martha Stewart Living</i>	May '09	773,317 Eastern Region	47 \$70,044 89% Female	\$2,000/partner
<i>Weddings (Martha Stewart)</i>	February '09	119,898 Eastern+CA+TX	26 \$70,300 99% Female	\$1,000/partner
<i>Oprah</i>	April '09	610,000 Eastern Region	44 \$71,400 89% Female	\$1,800/partner
<i>New York Times</i>	September '08	1,674,926 Eastern Region	48 \$148,849 48% Female	\$3,000/partner
<i>AAA World</i>	July/August '09 Civil War Issue	2,283,000 Mid-Atlantic	58 \$112,900 56% Female	\$3,400/partner
<i>Civil War Traveler</i>	May '09	60,000 Full	53 \$50,000 60% Female	Based on partner participation

Program Manager: Elaine Cheedle, Media Director, LKM 704-367-4109, [echeedle@lkmideas.com](mailto:echeedle@lkmideas.com)

## 2008-2009 Broadcast Partner Opportunity

### Cost Per Inquiry Television

*Building on successful campaigns in previous years, the Division is again offering partners with limited broadcast budgets the opportunity to cost-effectively extend their reach and frequency on national cable networks and in targeted spot markets.*

The Division has negotiated favorable rates for this program where participants pay for leads generated rather than each commercial that airs. The Division and partner share in the costs equally, effectively doubling the impact of each party's investment.

### Other Information:

- Schedules will run until the predetermined inquiry goal is reached.
- Flight dates will be customized for each partner.
  - September 2008 – June 2009
- Division's preference is for Fall and Spring activity.
  - Cap of \$75,000 net per partner
    - Funding beyond the \$75,000 cap may become available if the Division's allocated PITY budget is not fully committed by the October 1, 2008 deadline.

### Cost Per Partner:

- Cost per lead varies based on creative execution and strength as a direct response spot. Please contact program manager for more information.

### Networks/Markets:

- National cable networks and select local spot markets.

### Specifications:

- One BETA SP and one VHS of your commercial should be sent to LKM upon program confirmation for marrying of spots.
- Production and set-up costs will be confirmed for partner in advance of buy.
- :60 co-op spot (:30 Division + :30 participant spot).

### Program Manager:

Elaine Cheedle, Media Director, LKM  
704-364-8969  
echeedle@lkmideas.com

**U.S. NATIONAL CABLE NETWORKS**

ABC FAMILY  
AMERICAN ONE TELEVISION  
AMERICAN LIFE TELEVISION NETWORK  
AMERICAN MOVIE CLASSIC  
ANIMAL PLANET  
A & E - ARTS & ENTERTAINMENT NETWORK  
BBC AMERICA  
BIOGRAPHY CHANNEL  
BLOOMBERG TELEVISION  
BRAVO  
CHILLER  
CNBC  
CNBC WORLD  
COUNTRY MUSIC TELEVISION  
COURT TV  
COX MEDIA CORPORATE  
CURRENT TV NETWORK  
CW+STATION GROUP  
DIRECTV  
DISCOVERY CHANNEL  
DISCOVERY HD THEATER  
DISCOVERY HEALTH CHANNEL  
DISCOVER HOME  
DISCOVERY KIDS  
DISCOVER SCIENCE CHANNEL  
DISCOVERY TIMES  
DISH NETWORK  
DIY - DO IT YOURSELF NETWORK  
E! ENTERTAINMENT TELEVISION  
ESPN  
ESPN2  
ESPN CLASSIC  
ESPNEWS  
ESPNU  
FAITH TV  
FAMILYNET  
FINE LIVING  
FIT TV  
FOOD NETWORK  
FOX NEWS CHANNEL  
FOX REALITY CHANNEL  
FUSE NETWORK  
FX NETWORK, INC.  
G4

GOSPEL MUSIC TELEVISION NETWORK  
GSN: THE NETWORK FOR GAMES  
HALLMARK CHANNEL  
HALLMARK MOVIE CHANNEL  
HGTV  
HISTORY CHANNEL  
HISTORY CHANNEL INTERNATIONAL  
HITS  
INSPIRATIONAL NETWORK  
ION MEDIA NETWORKS  
LIFETIME MOVIE NETWORK  
LIFETIME REAL WOMEN  
LIFETIME TELEVISION  
MENS CHANNEL  
MSNBC  
MTV2  
NATIONAL GEOPGRAPHIC CHANNEL  
NBC WEATHER  
OXYGEN  
PBS KIDS SPROUT  
QUBO KIDS NETWORK  
REELZ CHANNEL  
RETIREMENT CHANNEL  
SCI FI CHANNEL  
SLEUTH  
SOAPNET  
SPEED CHANNEL  
STYLE.NETWORK  
SUPERSTATION - WGN  
THE MILITARY CHANNEL  
THE NATIONAL NETWORK  
THE SPORTSMAN CHANNEL  
THE WEATHER CHANNEL  
TLC - THE LEARNING CHANNEL  
TNN - THE NATIONAL NETWORK  
TNT-TURNER NETWORK TELEVISION  
TRAVEL CHANNEL  
TV GUIDE CHANNEL  
TV LAND  
USA NETWORK  
VERSUS  
WAPA AMERICA  
WE: WOMEN'S ENTERTAINMENT  
WGN CABLE

## VisitNC.com Partner Opportunities

### Overview:

*VisitNC.com had a record-breaking year in 2007, hosting over 6.8 million visitors, a more than 40% increase over 2006. With over 4 million inquiries and nearly 20 million page views, VisitNC.com has proven to be the most trusted source for travelers planning their North Carolina vacation.*

In addition to providing the most accurate and relevant statewide travel information, VisitNC.com offers a variety of online, cooperative programs allowing in-state travel partners cost-effective exposure to millions of travelers.

Highlights of partner participation and successes in 2007 included:

### BANNER ADVERTISING

- 28 participating partners
- 71,609,732 ad views or impressions delivered
- 213,948 clicks from partner ads directly to partner sites
- 0.30% average click-thru rate

### VIRTUAL BROCHURES

- 20 participating partners
- 33,657 downloads
- 1,683 average number of downloads per partner
- \$0.49 average cost per partner, per download

### PAID EVENT LISTINGS

- 20 participating partners
- 63 paid event listings
- 438,196 views of custom event detail pages
- 13,397 clicks from detail pages directly to partner sites
- 3.06% average click-thru rate

## 2009 PROGRAMS

VisitNC.com partner programs will continue to be available for North Carolina industry partners in 2009. Partner features on the new VisitNC.com site scheduled to launch late 2008 include:

- New, larger size “display” ads in place of banner ads
- The introduction of “collections” of content with display ad positions available
- Additional opportunity for display ads within premium “inquiry” pages

### Inquiry Section

The inquiry section will offer exclusive opportunities rotating through high profile, highly trafficked pages. These pages reflect clear “intent to visit” by our site visitors:

Search Pages, Results Pages	(over 3.8 million searches in 2007)
Order Publications	(over 918,600 brochures & maps distributed)
Itinerary Downloads	(over 47,000 itineraries downloaded in 2007)
Brochure Downloads	(over 63,000 total brochure downloads in 2007)
Subscriptions Page	(nearly 23,000 new signups in 2007)
Maps	(everyone loves maps!)

This grouping will be supported via the Division’s aggressive search engine marketing and interactive media programs in addition to high visibility and cross-promotions on the new site.

## Collections

New to the VisitNC.com site, the collections pages are designed to offer specific information to visitors based on theme, activity or geographical place. These “Collections of NC Favorites” will be supported via the Division’s aggressive search engine marketing and interactive media programs.

In addition to the programs outlined below, more online opportunities will be introduced in September 2008 at the Division’s Mid-Year Marketing Update and throughout the year as the new VisitNC.com continues to unfold.

## Display Advertising

Participation in the VisitNC.com display advertising program will be available on an annual, semi-annual and quarterly basis. In addition to offering three distinct time frames, partners can choose the sections appropriate to their properties.

	Inquiry Section	Collections
Year	\$11,500	\$3,000
6-Months	\$7,000	\$1,500
3-Months	\$5,000	\$750

To maintain the value of the VisitNC.com partner programs, a limited number of display advertising positions will be available to partners on a first-come, first-served basis. Partners will receive monthly reports detailing the activity of their display advertising program.

## Virtual Brochure Program

The VisitNC.com virtual brochure program gives industry partners the ability to expand the distribution of their printed brochures beyond traditional boundaries. Brochures will be offered via the Virtual Brochure Download page and, as added value, will be positioned strategically within “Collections of NC Favorites”, offering multiple opportunities to instantly download North Carolina travel information.

	Virtual Brochure Download Page
Year	\$900
6-Months	\$550
3-Months	\$300

Additional discounts may be offered to partners who purchase multiple brochure download pages throughout the site.

## Feature Event Listing Program

On VisitNC.com, featured listings for upcoming events and festivals are available to tourism industry partners for paid advertising placement. Offering site visitors timely event information in prominent positions has made this program one of the most popular and effective for partners. Listings are available for a one-month time frame prior to and through the event.

Events \$150 each

To take part in any of these exciting opportunities on VisitNC.com, please contact Suzanne Errera at [serrera@lkmideas.com](mailto:serrera@lkmideas.com) or 704-364-8969.

## 2008-2009 Golf.VisitNC.com Partner Opportunities

### Overview:

*Golf travel has always been a significant component in the Division's marketing programs and will continue to be marketed using a broad range of tools including public relations, familiarization tours for domestic and international golf tour operators and golf travel writers, paid advertising, consumer shows and more.*

As golf travelers increasingly use the Internet for planning purposes, the Division's efforts are evolving to take greater advantage of the interactive medium. Replacing the annual Golf Guide, the Division has developed Golf.VisitNC.com, an exciting new comprehensive golf web site inclusive of the more than 430 public courses across the state.

Recently launched, Golf.VisitNC.com is structured around a backbone of comprehensive, comparative golf course information, incorporating compelling content for site visitors and multiple advertising opportunities for courses, associations, CVB's and accommodations. The site has multiple primary navigation paths to better accommodate the goals of the particular user offering information via a course finder, distinctive golf experiences and enhanced maps to assist avid golf travelers in planning their trip to North Carolina. Among the benefits of Golf.VisitNC.com is the ability to refresh site content and offers to reflect seasonal messages in a timely manner.

As the Division's primary marketing tool for golf across the state, Golf.VisitNC.com features the following opportunities for partners desiring an expanded presence within the site.

## 2008-2009 PROGRAMS

### Premier Partners

Destinations, regional golf associations, destination golf resorts and other cooperative groups promoting multiple courses have the opportunity to buy into a highly integrated program including a rotating presence on the home page with editorial and imagery, enhanced listings and offers for all their co-op participating golf courses or properties, a landing page specifically about their association/region with links to their site, and logo on all of their partner courses. This is the most comprehensive advertising package available on the site and offered only to a limited number of participants.

#### *Premier Partner benefits include:*

- Identified sponsorship of a collection containing up to 10 co-op partners
- 500-words editorial about the collection
- Up to 10 enhanced course listings with URL link
- Up to 10 offers for courses within the collection with URL link
- Locator map pinpointing the collection's courses
- Collection links to related material, such as brochures or online tours

Additional enhanced course profiles and offers may be purchased separately at a prorated cost by Premier Partners. Cost for the Premier program is \$10,000 annually.

### Display Advertising

Similar to VisitNC.com, select display advertising opportunities are available on Golf.VisitNC.com. Rotating throughout the site, these larger format ads offer great exposure for golf marketing partners. For advertisers such as a CVB, this provides access to a relevant audience without the requirement of an offer or specific course information. Cost for the Display Advertising on Golf.VisitNC.com is \$1,995 annually.

## Enhanced Course Profiles

All public access courses in the Division's database receive a basic listing including one photo. Courses upgrading their listings will have an opportunity for an enhanced image gallery along with options to include links for download brochures and rich media.

### *Enhanced Course Profiles offer partners:*

- 50-word golf course description, URL link and phone number
- A photo gallery of up to 8 images
- Square logo
- Course links to related material, such as brochures or online tours

Cost for the Enhanced Course Profiles on Golf.VisitNC.com is \$795 annually.

## Formatted Offers

Offers are packages, coupons or special rates in a standard formatted layout promoted on the site in 90-day increments. Each offer can be revised one time within the 90-day posting at no additional expense to the partner.

### *Benefits include:*

- Square property or course image
- Square logo
- 40-word copy about the offer, URL link and phone number
- A distinct price point (e.g. packages from \$250 per person per night)
- Valid start and end dates
- Any applicable promo codes or disclaimer information

Cost for the Formatted Offers on Golf.VisitNC.com is \$295 for a 90-day posting.

For more information on the Golf.VisitNC.com partner programs, contact Suzanne Errera at [serrera@lkmideas.com](mailto:serrera@lkmideas.com). or 704-364-8969.

## Division Publications

### *The 2009 Official North Carolina Travel Guide*

The Division of Tourism publishes 700,000 Travel Guides annually featuring statewide attraction and accommodation listings, along with contact information for various organizations and state and national brands. Travel Guides are available at the State's nine Welcome Centers, Visitor Centers, the Division's Call Center, VisitNC.com and also distributed at targeted travel-related shows.

Advertising rates for *The Official North Carolina Travel Guide* are as follows:

AD SIZE	AD ONLY PRICE	LEVEL 1	LEVEL 2	LEVEL 3	ADDED VALUE (All Levels)
<b>Full Page</b>		Online Favorites Section Display Ad - 12 months	Online Inquiry Section Display Ad - 12 months	Online Favorites Section Display Ad - 12 months	Online Vacation Ideas
		Online Downloadable Brochure - 12 months	Online Downloadable Brochure - 12 months	Online Inquiry Section Display Ad - 12 months	Online Travel Guide
				Online Downloadable Brochure - 12 months	
<b>Cost</b>	<b>\$26,530</b>	<b>\$31,030</b>	<b>\$39,530</b>	<b>\$42,530</b>	
<b>2/3 Page</b>		Online Favorites Section Display Ad - 12 months	Online Inquiry Section Display Ad - 12 months	Online Favorites Section Display Ad - 12 months	Online Vacation Ideas
		Online Downloadable Brochure - 12 months	Online Downloadable Brochure - 12 months	Online Inquiry Section Display Ad - 12 months	Online Travel Guide
				Online Downloadable Brochure - 12 months	
<b>Cost</b>	<b>\$20,700</b>	<b>\$25,200</b>	<b>\$33,700</b>	<b>\$36,700</b>	
<b>1/2 Page</b>		Online Favorites Section Display Ad - 12 months	Online Inquiry Section Display Ad - 6 months	Online Favorites Section Display Ad - 12 months	Online Vacation Ideas
		Online Downloadable Brochure - 12 months	Online Downloadable Brochure - 12 months	Online Inquiry Section Display Ad - 6 months	Online Travel Guide
				Online Downloadable Brochure - 12 months	
<b>Cost</b>	<b>\$16,180</b>	<b>\$20,680</b>	<b>\$24,680</b>	<b>\$27,680</b>	
<b>1/3 Page</b>		Online Favorites Section Display Ad - 12 months	Online Inquiry Section Display Ad - 3 months	Online Favorites Section Display Ad - 12 months	Online Vacation Ideas
		Online Downloadable Brochure - 12 months	Online Downloadable Brochure - 12 months	Online Inquiry Section Display Ad - 3 months	Online Travel Guide
				Online Downloadable Brochure - 12 months	
<b>Cost</b>	<b>\$10,610</b>	<b>\$15,110</b>	<b>\$17,110</b>	<b>\$20,110</b>	
<b>1/6 Page</b>		Online Favorites Section Display Ad - 12 months	Online Inquiry Section Display Ad - 3 months	Online Favorites Section Display Ad - 12 months	Online Vacation Ideas
		Online Downloadable Brochure - 12 months	Online Downloadable Brochure - 12 months	Online Inquiry Section Display Ad - 3 months	Online Travel Guide
				Online Downloadable Brochure - 12 months	
<b>Cost</b>	<b>\$5,380</b>	<b>\$10,330</b>	<b>\$12,330</b>	<b>\$15,330</b>	



## Travel Guide Upgrade Opportunities

In addition to the VisitNC.com partner program opportunities, Travel Guide advertisers can also take advantage of three additional select partner opportunities including collections, video sponsorship and the Division's new interactive golf program, Golf.VisitNC.com.

**Collections** - Advertisers who wish to deliver strategic messaging within the new "Collections of NC Favorites" can take advantage of special cost savings throughout the year.

**Videos** - Placed strategically throughout the collections pages and within the Online Travel Guide, Travel Guide advertisers have the exclusive opportunity to sponsor select and possibly custom videos. Designed to highlight all there is to do in North Carolina, these exclusive videos will be housed within the content rich collections pages and supported with additional articles, images and strategic SEM programs.

A video sponsorship is the *only* exclusive sponsorship opportunity on VisitNC.com, delivering 100% Share of Voice for your branding message. New for 2009! Extend your video sponsorship to partner exclusively with the Division in their video ad units on sites such as weather.com.

**Golf.VisitNC.com** - This comprehensive, interactive golf program takes place of the Division's traditional Golf Guide, and is aimed at offering real-time North Carolina golf information to avid golf travelers. With the site launching in Spring 2008, Travel Guide advertisers who commit to an ad in the 2009 by July 30, 2008 can take advantage of a special 10% discount on any golf program through December 31, 2009.

To learn more about any Travel Guide-related offers, contact Journal Communications at 1-800-333-8842.

## The North Carolina Calendar of Events

Twice annually, the Division prints two event listing guides featuring events for January-July and July-December, respectively. Pulled from the VisitNC.com Extranet, nearly 2,000 events are featured in over 500,000 printed guides.

To learn more about how to feature travel industry related events, contact Kathy Prickett at 919-733-8302 or [kprickett@nccommerce.com](mailto:kprickett@nccommerce.com).

## Newslink

E-mailed weekly to over 1,500 subscribers, this electronic publication is designed to provide information to the tourism industry. Timely information is provided on tourism-related research, statewide and international trends, media leads, updates on conferences and events plus other items of interest to those in the tourism field. This e-newsletter is available to anyone with a valid e-mail address at [nccommerce.com/tourism](http://nccommerce.com/tourism).

## Extranet Contacts

Work with each of the contacts for the 100 counties in North Carolina to provide accurate information regarding accommodations, attractions, and events for VisitNC.com and for the state's travel publications.

For more information regarding the Extranet, contact Cheri Palmer at 919-733-7501 or [cpalmer@nccommerce.com](mailto:cpalmer@nccommerce.com).

## Public Relations Partner Opportunities

*Public Relations efforts promote North Carolina as a premier travel destination through implementation of a consistent, targeted, proactive, cost-effective media campaign that integrates, supports and enhances the goals and objectives across all Division programs and initiatives.*

The opportunities listed below have been designated as cooperative initiatives between the Division and our Industry Partners.

### Division Press Releases

The Division's PR department regularly sends out press releases to media throughout the nation and to outlets in Canada, the UK and Germany. Partners are welcome to submit news on their products and events to be included in releases. Releases are distributed electronically to more than 3,000 media outlets.

**Release:** Newspaper and Calendar editor information

**Date:** Monthly: Info should be on events/news occurring in the following month

**Theme:** Event or news based

**Mission:** Promote upcoming events and new offerings to short-lead publications such as newspapers and web outlets.

**Release:** Long-lead releases

**Date:** Monthly: Info should be on events/news occurring in 4-6 months

**Theme:** Event or news based

**Mission:** Promote upcoming events and new offerings to long-lead publications such as magazines.

**Release:** "What's New" releases

**Date:** Quarterly

**Theme:** New product, events and renovations

**Mission:** Promote new and upcoming major product additions throughout the state

**Release:** Press Kit updates

**Date:** Ongoing

**Theme:** Based on content (wine, golf, etc.) or location (Coast, Piedmont, Mountains)

**Mission:** Provide content-based information to media

### Media Room on VisitNC.com

The Division has a media section on the VisitNC.com website with releases, images and contact information for media outlets. Partners are welcome to submit their press releases for possible inclusion on the site; select releases will be used to fuel the Division's RSS feeds.

**Date:** Ongoing

**Theme:** Contains news releases from partners throughout the state

**Mission:** Provide outlet for news releases from partners on media site

### North Carolina Photography/Video

Throughout the year, the Division sends out its photographer to shoot updated images of the tourism product throughout the state. Partners are able to host photo shoots and assist with logistical arrangements, and in return are allowed use of the resulting images.

**Date:** Ongoing

**Theme:** Based on tourism product

**Mission:** Provide images for media outlets to use in writing about the state

## Group Media Trips (Familiarization Tours)

The Division's PR department hosts several group media familiarization tours to North Carolina to generate positive editorial placement. Interested partners can co-host these trips with the Division by coordinating the local hosting of the groups. Trips sponsored by the state must include more than one county and would preferably have three counties represented.

**Trip:** UK Press Group

**Date:** Summer/Fall 2008

**Theme:** Focus on destinations with new events/attractions or anniversaries

**Mission:** Generate editorial coverage in key international markets

**Trip:** German Press Group

**Date:** Summer/Fall 2008

**Theme:** Focus on destinations with new events/attractions or anniversaries

**Mission:** Generate editorial coverage in key international markets

**Trip:** Canadian Press Group

**Date:** Spring 2009

**Theme:** Focus on destinations with new events/attractions or anniversaries

**Mission:** Generate editorial coverage in key international markets

**Trip:** Domestic Press Groups

**Date:** Ongoing

**Theme:** Focus on destinations with new events/attractions or anniversaries

**Mission:** Generate editorial coverage in key domestic markets

## Individual Media Visits

Each year the Division's PR department hosts more than 50 individual domestic and international journalists on visits to North Carolina to generate positive editorial placement. Interested partners can co-host these individual journalists with the Division by coordinating their local hosting needs. Visits sponsored by the state must include more than one county and would preferably have three counties represented.

**Date:** Ongoing

**Theme:** Focus on destinations with new events/attractions or anniversaries

**Mission:** Generate editorial coverage in key domestic and international markets

## Media Mission

With the success of the New York Partner Media Mission in January 2008, the Division will again offer a partner media mission. Be part of a reception and presentation to media from key travel and lifestyle publications. Have your information included in press kits and gift bags distributed to all attendees. Present your destination or attraction to the group and have a table display with your materials.

**Location:** Atlanta, GA

**Date:** January 2009

**Cost:** \$1,000 (Partners are responsible for their own travel)

**Theme:** Promote NC attractions to visitors from the Southeast

**Mission:** Host a special event with key travel editors and writers

### **Program Manager:**

Wit Tuttell, Director of Public Relations

wtuttell@nccommerce.com

(919) 733-7420

## Visitor Services Partner Opportunities

*The state's nine interstate Welcome Centers, along with the Division's Inquiry and Fulfillment Centers, comprise Visitor Services. The Welcome Centers, located at interstate points of entry, extend well-known North Carolina hospitality to visitors by providing efficient, professional and personal customer service in consistently clean, pleasant and modern facilities. The Inquiry and Fulfillment Centers, models of efficiency in state government, are housed at the North Carolina Correctional Institute for Women in Raleigh. Inmate telephone operators provide information to consumers considering travel to North Carolina. In addition, they package and distribute the state's travel publications to potential visitors from around the world.*

The opportunities listed below have been designated as cooperative initiatives between the Division and our Industry Partners.

### Familiarization Tours

**Date:** Ongoing

**Theme:** Your choice

**Mission:** To showcase your city or county so Welcome Center travel counselors will have firsthand knowledge to share with visitors.

**Contact:** Bryan Gupton

### Armchair Familiarization Tours

**Date:** Ongoing

**Theme:** Your choice

**Mission:** To showcase your city or county to the 1-800-VISIT NC operators at the North Carolina Correctional Institute for Women to keep them abreast of new developments in your area. No cost.

**Contact:** Esther Dunn

### Brochure Distribution

**Date:** Ongoing

**Theme:** Your choice

**Mission:** To distribute your travel literature to visitors at the nine Welcome Centers. No cost.

**Contact:** Bryan Gupton

### Hands-On Demonstrations/Performances

**Date:** Ongoing

**Theme:** Your choice

**Mission:** To have local artisans, dancers or musicians demonstrate their craft or perform in person for travelers at Welcome Centers. No cost.

**Contact:** Welcome Center managers

### Welcome Center Displays

**Date:** Ongoing

**Theme:** Your choice

**Mission:** To temporarily display North Carolina crafts or other local products at Welcome Centers to generate interest among travelers. No cost.

**Contact:** Bryan Gupton

## Audio/Video Presentations

**Date:** Ongoing

**Theme:** Your choice

**Mission:** To provide CDs from local musicians or DVDs/VHS tapes promoting tourism destinations in your area for audiences at Welcome Centers or for training purposes at the Call Center. No cost.

**Contact:** Bryan Gupton

## Tourism Day

**Date:** May 9-17, 2009

**Theme:** Your choice

**Mission:** To participate in the individual Welcome Centers' annual Tourism Day celebrations during National Tourism Week to highlight the importance of the tourism industry in North Carolina and to thank travelers for visiting North Carolina. No cost.

**Contact:** Welcome Center managers

## Division Office Lobby Displays

**Date:** Ongoing

**Theme:** Your choice

**Mission:** To temporarily display crafts or other local products at the Division office in Raleigh to showcase North Carolina destinations and activities. No cost.

**Contact:** Cindy Worrill

Watch the weekly Newslink for news about other exciting electronic opportunities in the state's nine Welcome Centers.

### **Program Manager:**

Bryan Gupton, Director of Visitor Services

bgupton@nccommerce.com

(919) 733-7552

# Travel Trade Development Partner Opportunities

*The travel trade development program implements marketing strategies that target travelers through third-party sellers and travel industry trade suppliers.*

The opportunities listed below have been designated as cooperative initiatives between the Division and our Industry Partners.

## Direct Mail Campaign to Tour Operators

**Date:** July 2008

**Theme:** TBA

**Mission:** To focus attention and interest on North Carolina as a group tour destination

**Cost:** No charge to participate. Direct mail piece and postage will be each participant's expense.

**Contacts:** Frank Jernigan/Elizabeth Timberlake

## Blue Ridge Parkway Area AAA/CAA Familiarization Trip

**Date:** April 9, 2009

**Place:** TBD

## Domestic Marketing Sales Mission

**Date:** May 9, 2009

**Place:** TBD

### Program Managers:

Frank M. Jernigan, Director of Domestic Marketing

fjernigan@nccommerce.com

(919) 733-7413

Elizabeth Timberlake, Marketing Assistant

etimberlake@nccommerce.com

(919) 715-6703

## International Trade Marketing Partner Opportunities

*The International Marketing Program includes the development, coordination and implementation of comprehensive tourism marketing strategies in German-speaking markets, the UK and Canada. The program supports all international airline routes and targets both leisure and group tour sales in Europe and Canada through third-party sellers, travel industry trade suppliers and various consumer promotions.*

The opportunities listed below have been designated as cooperative initiatives between the Division and our Industry Partners.

## TRADE SHOWS AND SALES MISSIONS

### German Sales Mission

**Location:** Various cities in Germany and Switzerland

**Dates:** July 2008

**Cost:** \$1,500 plus expenses

**Mission:** In each city, tour operator workshops will be scheduled in order to meet key tour operator product managers while the evenings will target travel agents through an interactive training seminar.

The mission is scheduled to take 4 working days.

**Contact:** Heidi Walters

### World Travel Market (WTM)

**Location:** London, England

**Dates:** November 10-13, 2008

**Costs:** \$1,500 plus expenses

**Mission:** WTM is the second largest travel trade show in the world, attracting more than 45,000 travel professionals from over 170 countries, however the show is very much used to target the UK travel trade and media. North Carolina will have a booth at this show and scheduled appointments will be made with key tour operators, travel agents, and media professionals.

**Contact:** Heidi Walters

### Canadian Sales Mission

**Location:** Toronto Area

**Dates:** February 2009

**Costs:** TBD

**Mission:** Calls will be set up with tour operators in the Toronto area.

**Contact:** Heidi Walters

## **TIA's International Pow Wow**

**Location:** Miami, FL

**Dates:** May 16-20, 2009

**Costs:** \$1,500 plus expenses

**Mission:** TIA's International Pow Wow is the travel industry's premier international marketplace and is the largest generator of the Visit USA travel. In just three days of intensive pre-scheduled business appointments, more than 1,000 U.S. travel organizations from every region of the USA, and representing all industry category components, and more than 1,500 international and domestic buyers from more than 70 countries, conduct business negotiations that result in the of over \$3 billion in future Visit USA travel. For more information on the show go to [www.tia.org](http://www.tia.org).

**Contact:** Heidi Walters

## **OTHER INTERNATIONAL PROMOTIONAL OPPORTUNITIES**

### **UK Online Magazine**

**Dates:** Quarterly

**Costs:** TBD

**Mission:** The UK online magazine targets visitors to [uk.visitnc.com](http://uk.visitnc.com) and target audiences of key consumer brand campaigns being undertaken in the UK. This online publication will be published on a quarterly basis, being lifestyle orientated and tied to brand partners. Various advertising and content opportunities are available to provide greater exposure.

**Contact:** Heidi Walters

### **PGA Germany Handicap Improver Tour**

**Location:** North Carolina

**Dates:** November 2008

**Mission:** North Carolina is the official partner destination of PGA Germany in 2007 and 2008. The state is promoted to all members as one of the most attractive American golf destinations. The four best golf students and their pros will fight for the title during one week they are spending in North Carolina in November 2008. This competition is promoted in the Golf Magazine of Sueddeutsche Zeitung (one of Germany's leading daily newspapers) and online on [www.pga.de](http://www.pga.de) and in the PGA newsletter.

Partners who support the trip with accommodation, green fees, meals or miscellaneous will be promoted through PGA online and in Sueddeutsche Zeitung including logos and links to their websites. Offers or general information could be included in the NC tourism newsletter and in the PGA newsletter.

**Contact:** Heidi Walters

### **Familiarization Tours**

**Mission:** One tour operator familiarization tour each from the UK and Germany and two Canadian familiarization tours will take place in 2008-09.

**Contact:** Heidi Walters

## Consumer Shows

Our regional offices also attend various consumer shows throughout the year. These are open for you to attend or have your materials distributed. The dates have not been set but will appear in these months.

CAA Niagara Travel Show	September 8, 2008	Thorald, Ontario
Int'l Travel Fair Cologne	November 2008	Cologne, Germany
Ontario Motorcoach Assn.	November 19-22, 2008	Toronto, Ontario
CMT Stuttgart	January 2009	Stuttgart, Germany
Destinations London	January 2009	London, England
Glasgow Holiday Show	January 2009	Glasgow, Scotland
Manchester Holiday Show	January 2009	Manchester, England
CBR Munich	February 2009	Munich, Germany
Hamburg Reisen	February 4-8, 2009	Hamburg, Germany
Destinations Birmingham	March 2009	Birmingham, England
Montreal Golf Show	March 2009	Montreal, Quebec
Toronto Golf Show	March 2009	Toronto, Ontario

### **Program Manager:**

Heidi Walters, Director of International Marketing  
 hwalters@nccommerce.com  
 (919) 715-6702

## Heritage Tourism & Community Development Partnership Opportunities

*The Heritage Tourism & Community development program works to develop tourism initiatives statewide, foster sustainable tourism development and promote economic growth by providing financial, technical and educational assistance to the travel industry.*

The opportunities listed below have been designated as cooperative initiatives between the Division and our Industry Partners.

### **NC Civil War Trails**

**What:** Part of a multi-state trail system of interpretive markers that relate the people, places and events of the Civil War to visitors.

**Cost:** \$1,100/marker currently matched with \$4,400 from the Division. This money pays for the marker, directional signage, collateral material, website listing and inclusion in the marketing program.

**Availability:** Through 2008

### **Tourism Matching Funds Grants**

**What:** Annual tourism marketing grant program open to local destination marketing organizations (DMO's) or legally chartered non-profit North Carolina-based organizations that include tourism promotion among their major activities.

**Cost:** No cost to apply but eligible organizations must supply a monetary match based on matching criteria formula based on the economic distress of the applicant organization's county.

**Availability:** Cycle begins around July 1 of each new fiscal year. The deadline for applications is August 18, 2008. Awards typically are announced in mid-to-late October.

### **Program Manager:**

Teresa Watts, Director of Heritage Tourism & Community Development  
 twatts@nccommerce.com  
 (919) 733-7502



## Sports Development Partner Opportunities

*The Division encourages economic development through the promotion and recruitment of sporting events across the state involving amateur, collegiate and professional sports organizations.*

The opportunity listed below has been designated as cooperative initiative between the Division and our Industry Partners.

### **TEAMS 2008 (Travel, Events and Management in Sports)**

**Date:** October 21-October 25, 2008

**Place:** Pittsburgh, Pennsylvania

**Web Site:** [www.teamsconference.com](http://www.teamsconference.com)

Booth space on behalf of North Carolina as a destination has been reserved for each of the sports trade shows listed. Space is available in the North Carolina booth on a first-come, first-served basis. Each attendee will be responsible for travel expenses and registration fees.

#### **Program Manager:**

Chuck Hobgood, North Carolina Amateur Sports  
[chuck.hobgood@ncsports.org](mailto:chuck.hobgood@ncsports.org)  
 (919) 361-1133

## North Carolina Film Office Partner Opportunities

*The mission of the Film Office is to promote North Carolina film locations and resources for filmmakers, effectively assist in fostering movie, television, commercial and new media production to increase jobs and revenue statewide.*

The opportunities listed below have been designated as cooperative initiatives between the Division, North Carolina regional film commission affiliates, and our industry partners.

### **“UNC Alumni in Film” Reception**

**Location:** Los Angeles, California

**Date:** July 15, 2008 / July 18, 2009

**Mission:** To support UNC film students and alumni working in the Hollywood film industry at this annual reception while networking and presenting North Carolina's benefits.

### **American Film Market/American Film Institute Fest**

**Location:** Santa Monica, California

**Date:** November 5-12, 2008

**Mission:** To promote North Carolina benefits, incentives, and locations in a world-class arena where more than 8,000 industry leaders from more than 70 countries meet for eight days of screenings, deal-making, and hospitality at the world's largest motion picture trade event.

### **Association of Film Commissioners International (AFCI) Cineposium**

**Location:** Wellington, New Zealand

**Date:** November 19-23, 2008

**Mission:** To maintain membership with the official professional organization for film commissioners and continue educational development through seminars, training, and networking throughout the year.

### **Sundance Film Festival**

**Location:** Park City, Utah

**Date:** January 15-25, 2009

**Mission:** To promote North Carolina's incentives and network at this foremost showcase for independent films.

### **South by Southwest Film Conference and Festival**

**Location:** Austin, Texas

**Date:** March 6-15, 2009

**Mission:** To attend this professional development and festival event that emphasizes all aspects of the art and business of independent filmmaking.

### **AFCI Locations Expo**

**Location:** Santa Monica, California

**Date:** April 16-19, 2009

**Mission:** To join more than 300 film commissions worldwide at the AFCI's anchor event in a tradeshow venue. The North Carolina film commission delegation meets with Hollywood film professionals to discuss incentives and locations.

### **Film Sales Mission**

**Location:** Los Angeles, California

**Date:** June 23-25, 2009

**Mission:** To meet with leading executives at major Hollywood film and television studios, as well as independent filmmakers, to promote North Carolina's incentives and locations and draw productions to the state.

For costs associated with any of the listed opportunities, please contact the Film Office.

### **Proposed Print and Electronic Media Campaign (2008-2009)**

To introduce new branding and innovative marketing on the global stage, building upon the reputation of North Carolina as a premier film/TV location destination with a strong incentives/benefits package.

#### ***Program Manager:***

Aaron Syrett, Director, North Carolina Film Office

aaron@ncfilm.com

(919) 733-9900



## 2008-2009 Industry Calendar

Event	Date	Location
<b>July 2008</b>		
German Sales Mission	TBD	Germany & Switzerland
Meeting Professionals International (MPI) – Carolinas	Jul. 17-18	Charlotte, NC
Travel Industry Association (TIA) Summer Board of Directors Meeting	Jul. 23-27	Vail, CO
NC Wine & Grape Council Quarterly Meeting	Jul. 25	TBD
Destination Marketing Association International (DMAI) 94th Annual Convention	Jul. 27-30	Las Vegas, NV
STS Marketing College	Jul. 27-Aug.1	Dahlonega, GA
<b>August 2008</b>		
American Society of Association Executives (ASAE) Annual Meeting And Expo	Aug. 16-19	San Diego, CA
NC Travel & Tourism Board Meeting	Aug. 19	Raleigh, NC
Educational Seminar for Tourism Organizations (ESTO)	Aug. 23-26	Bonita Springs, FL
<b>September 2008</b>		
Mid-Year Marketing Update	Sept. 2008	Raleigh, NC
Southeast Tourism Society (STS) Fall/Annual Meeting	Sept. 3-5	Little Rock, AR
Student Youth Travel Association of North America (SYTA) Annual Conference	Sept. 5-9	San Antonio, TX
CAA Niagara Travel Show	Sept. 8	Thorald, Ontario
Meeting Professionals International (MPI) – Carolinas	Sept. 18-19	Chapel Hill, NC
Economic Development Board	Sept. 24-25	TBD
Travel Industry Association's Travel Leadership Summit	Sept. 24-25	Washington, DC
10th Annual Cycle North Carolina	Sept. 27-Oct.4	Black Mountain to Oak Island
<b>October 2008</b>		
Celebrate NC Wines	Oct. 5	Raleigh, NC
NC State Fair Wine Competition	Oct. 8-9	Raleigh, NC
Marketing Outlook Forum (TIA)	TBD	TBD
National Conference on Outdoor Drama	TBD	TBD
2008 Society of American Travel Writers Annual Conference	Oct. 17-22	Houston, TX
2008 AAA Travel Conference	Oct. 19-22	Palm Springs, CA
National Trust for Historic Preservation Conference	Oct. 21-25	Tulsa, OK
TEAMS 2008 (Travel, Events and Management in Sports)	Oct. 21-25	Pittsburgh, PA
Ecotourism & Sustainable Tourism Conference	Oct. 27-29	Vancouver, British Columbia
AAU National Conference (Amateur Athletic Union)	Oct. 27-31	Cancun, Mexico
NC Wine & Grape Council Quarterly Meeting	Oct. 31	TBD

Event	Date	Location
<b>November 2008</b>		
NSA National Convention (National Softball Association)	Nov. 1-7	Panama City Beach, FL
Economic Development Board	Nov. 5-6	TBD
Cultural & Heritage Tourism Alliance Conference	Nov. 5-8	Palm Beach, FL
American Film Market	Nov. 5-12	Santa Monica, CA
American Film Institute Fest	Nov. 5-12	Los Angeles, CA
World Travel Market	Nov. 10-13	London, UK
National Tour Association (NTA) Annual Convention	Nov. 15-19	Pittsburgh, PA
USSSA National Convention (United States Specialty Sports)	Nov. 16-22	Orlando, FL
Ontario Motorcoach Association	Nov. 19-22	Toronto, Canada
Association of Film Commission International Cineposium	Nov. 19-23	Wellington, New Zealand
Meeting Professionals International (MPI) – Carolinas	Nov. 20-21	Raleigh, NC
<b>December 2008</b>		
Rhythms of the South	Dec. 2008	Nashville, TN
NC Travel & Tourism Board Meeting	Dec. 9	Raleigh, NC
Southeast Tourism Society (STS) December Board of Directors Meeting	Dec. 15-16	Amelia Island, FL
<b>January 2009</b>		
NC/SC Bed & Breakfast Association Meeting	TBD	TBD
NSCAA Annual Convention (National Soccer Coaches)	Jan. 14-18	St. Louis, MO
American Bus Association (ABA) Marketplace 2009	Jan. 7-12	Charlotte, NC
Professional Convention Management Association Annual Meeting	Jan. 11-14	New Orleans, LA
Sundance Film Festival	Jan. 15-25	Park City, UT
<b>February 2009</b>		
Meeting Professionals International (MPI) PEC	Feb. 7-10	Atlanta, GA
NC Motorcoach Association Annual Meeting	Feb. 15-18	Roanoke, VA
NC Wine & Grape Council Annual Retreat	TBD	TBD
<b>March 2009</b>		
NC Governor's Conference on Tourism	Mar. 1-3	Raleigh, NC
Montreal Golf Show	TBD	Montreal, Quebec
National Main Street Conference	Mar. 1-4	Chicago, IL
Toronto Golf Show	TBD	Toronto, Ontario
SXSW Film Tradeshow and Festival	Mar. 6-15	San Antonio, TX
International Tourismus Borse (ITB)	Mar. 11-15	Berlin, Germany
Southeast Tourism Society (STS) Spring Meeting	Mar. 23-25	TBD

Event	Date	Location
<b><i>April 2009</i></b>		
Blue Ridge Parkway Area AAA/CAA Fam Trip	TBD	TBD
TravelCom Res-Expo	TBD	TBD
Travel South Showcase	Apr. 4-8	Kissimmee, FL
AFCI Locations Trade Show	Apr. 9-11	Santa Monica, CA
Cycle North Carolina – Spring Event	Apr. 10-12	TBD
NASC Sports Events Symposium	Apr. 21-24	Denver, CO
NC Wine & Grape Council Quarterly Meeting	Apr. 25	TBD
<b><i>May 2009</i></b>		
Domestic Sales Mission	May 9	TBD
National Tourism Week (NTA)	May 9-17	
North Carolina Tourism Day	May 12	Raleigh, NC
International Pow Wow 2009	May 16-20	Miami, FL
<b><i>June 2009</i></b>		
Southeast Tourism Society (STS)	Jun. 19-20	TBD
Summer Board of Directors Meeting		
2009 International Heritage Areas Development Conference	June	TBD
State Games of North Carolina	Jun. 19-28	Charlotte, NC
Travel & Tourism Research Association	TBD	Hawaii

# north carolina

North Carolina Department of Commerce  
Division of Tourism, Film and Sports Development

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